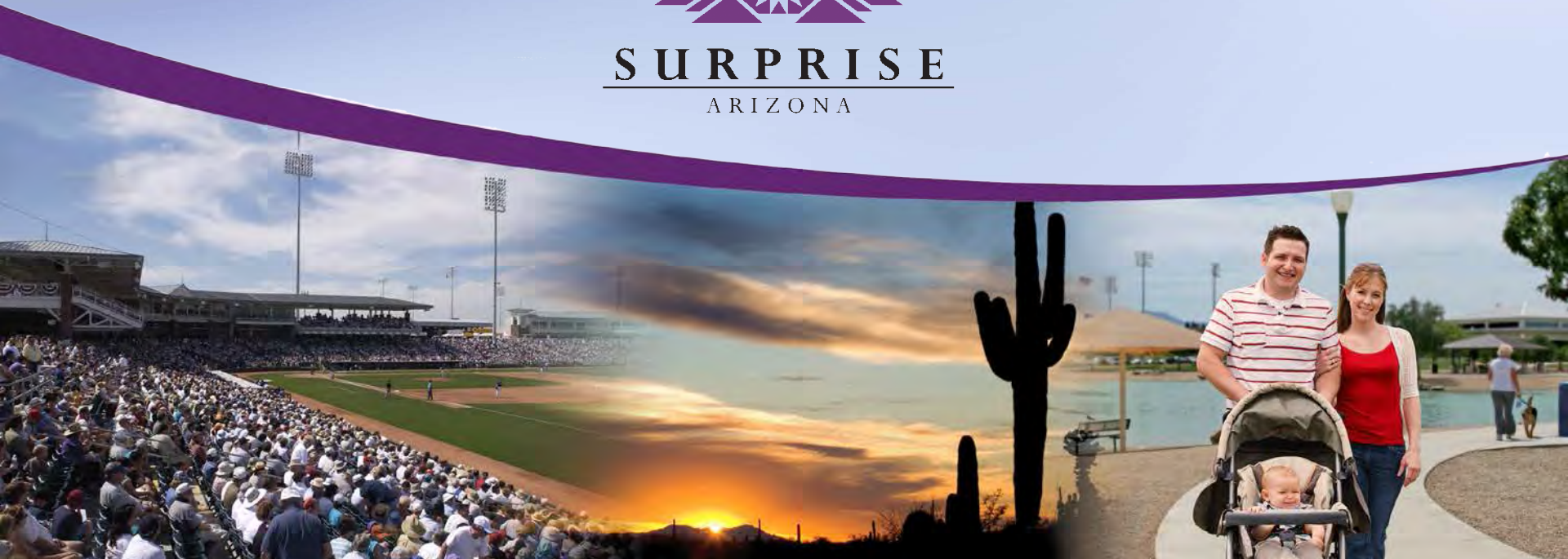


COMMUNITY WORKSHOP #2

General Plan Elements Update

April 28, 2015



Today's Agenda



- I. Project Purpose – What Are We Doing and Why!
- II. What is a General Plan?
- III. Project Overview/Timeline
- IV. Community Input Received
- V. Introduction of Land Use Planning Approach
- VI. Visual Preference Survey

I. Project Purpose



What Are We Doing?

The City is updating key elements of the existing General Plan 2035:

- Land Use
- Economic Development
- Circulation (Roadway Systems)
- Housing
- Growth Areas
- Recreation & Open Spaces
- Implementation

I. Project Purpose con't



Why Are We Doing It?

- Surprise is a dynamic city experiencing rapid growth.
- General Plan is a fluid document – not static.
- Initiative and innovation are core values of Council.
- Council has been pro-active in its desire to establish a business-friendly policy while still promoting quality growth.
- Continue to enhance its vision and planning for the future.
- Shared Vision + Superior Service + Sustainable Practices = One Surprise!

I. Project Purpose con't



Why Are We Doing It?

- Have opportunity to integrate ongoing updates to Parks and Recreation, Original Town Site, and Public Arts Master Plans.
- Helps to ensure a compatible relationship to updated Uniform Development Code (SUDC) and Design Guidelines.
- Evaluate alternative approaches to land use planning; getting away from the “village planning” model.

II. What is a General Plan?



What it is:

- A blueprint for future growth and development
- A statement of City policy
- A framework for more specific planning
- A tool for education and communication
- A means of providing a long-range perspective
- A way to improve the quality of life

II. What is a General Plan?



What it is not:

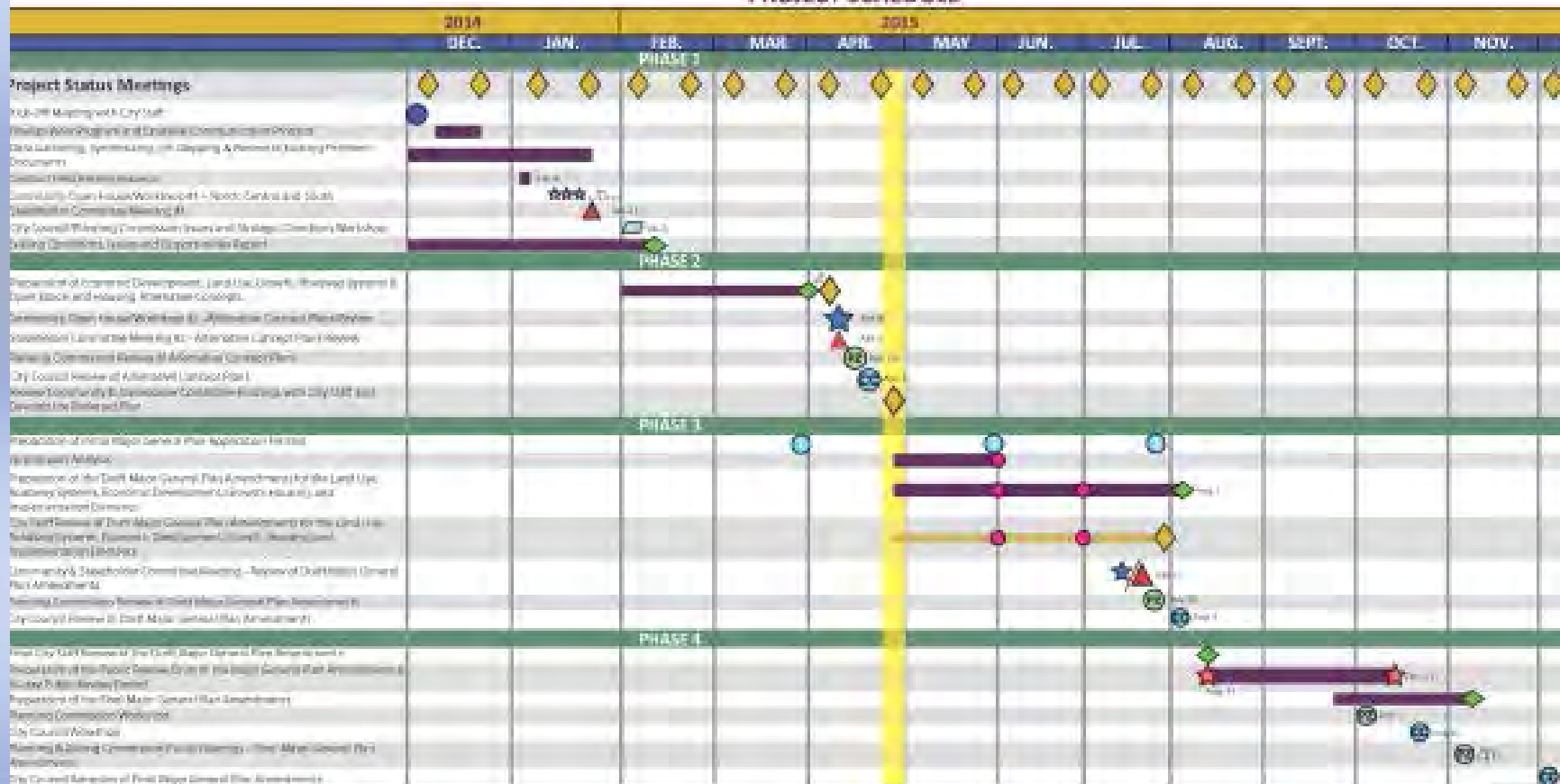
- A specific plan for a development project
- A zoning ordinance
- A rigid, static document
- A capital improvement plan
- A city budget
- A master plan or operational plan

III. Project Overview/Timeline



City of Surprise Major General Plan Amendments

PROJECT SCHEDULE



Project Status Meetings (Baker + City Staff)

Staff Kickoff Meeting

Stakeholder Committee Meeting

- Community Open House
- Northern Portion of City
- Central Portion of City
- Southern Portion of City

- City Council Meeting
- Joint Commission/Council Workshop
- Plan/Report Submittal
- Preliminary Draft Review

- Field Reconnaissance
- Planning Commission Public Hearing
- 60 Day Public Review Period

- Initial Major GPA Application
- Supplemental Findings & Document Submittal
- Final Major GPA Application Submittal

Community Open House Series

Three meetings in mid January

- Project Purpose
- Existing Conditions/Socioeconomic Overview
- Treasures & Challenges

COMMUNITY WORKSHOP INPUT

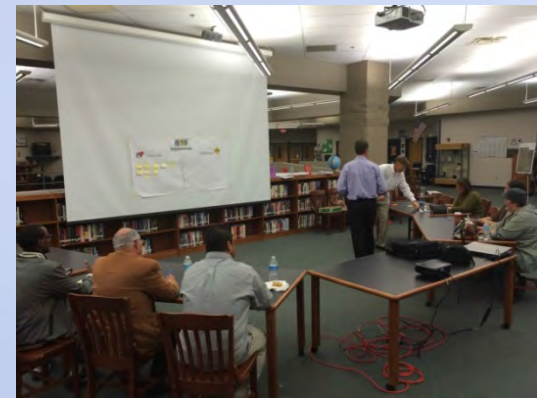
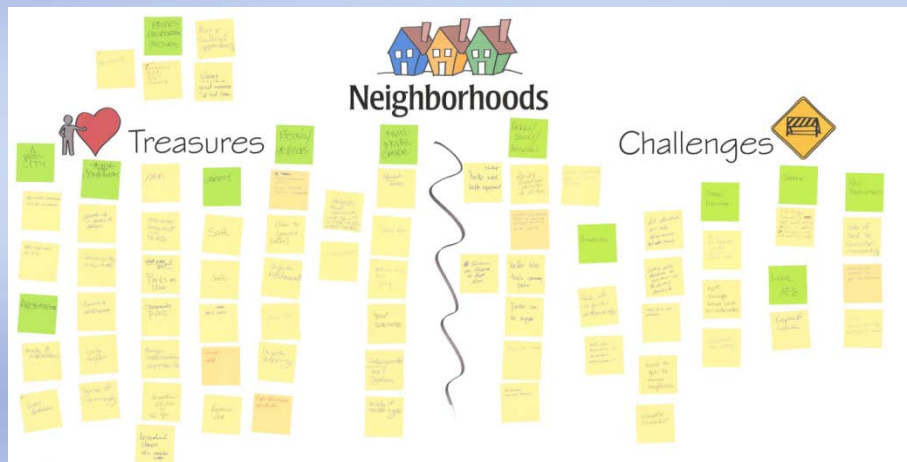


Treasure & Challenges Exercise

Neighborhoods

What makes your neighborhood (or one you admire) great?

What changes or improvements would you add/make to your neighborhood?



COMMUNITY WORKSHOP INPUT



Treasure & Challenges Exercise

Jobs & Economic Vitality

What are we good at? – What employment sectors do we already have established “traction” to build upon? (healthcare, hospitality/tourism, higher education, retail services)

What types of jobs/industries do we wish to attain that we don’t have now?

What challenges do we face in successfully attracting these types of employers?



COMMUNITY WORKSHOP INPUT



NEIGHBORHOODS

Treasures		Challenges	
Parks/Recreation/Culture <ul style="list-style-type: none"> Library – great resource at local library Many cultural opportunities Parks 		Parks/Trails/Amenities <ul style="list-style-type: none"> Parks need better equipment Providing recreational activities for all ages Improved bicycle trails 	
Multimodal		Sense of Community/Diversity	
Choices/Streets/Streetscape <ul style="list-style-type: none"> Walkways/trails/parks/lighting Interconnected trail system Great sidewalks 		<ul style="list-style-type: none"> Streets that connect but don't encourage pass through SR 303, Bell Rd., I-10, Grand Ave. Hard to get to know neighbors Getting more residents to volunteer or be part of community All residents, not only homeowners, but all tenants 	
Retail Services <ul style="list-style-type: none"> Unique Shopping Retail Mix Unique Restaurants Close to services (and stores) 		Businesses <ul style="list-style-type: none"> Lack of unique restaurants Need new businesses to increase employment 	
Healthcare <ul style="list-style-type: none"> Abundance of healthcare Proximity of healthcare choices 		Resort and entertainment <ul style="list-style-type: none"> More destination travel/resort Arts and entertainment 	
Sense of Community <ul style="list-style-type: none"> Sense of community Caring neighbors Community involvement 		Architecture and character <ul style="list-style-type: none"> Too much beige Too many big houses on top of each other instead of creative density development Ugly power lines (see Denmark for creative/good design) 	
Job Base <ul style="list-style-type: none"> Manufacturing/distribution centers Public Job Sector Small Business Incubator Educated Workforce 		Education (technical & 4-year) <ul style="list-style-type: none"> Need more education opportunities More schools More education Vocational/technical education No local 4-year college No technical college 	

COMMUNITY WORKSHOP INPUT



JOBS/ECONOMIC VITALITY

Treasures	Challenges
"Go to" retail <ul style="list-style-type: none"> Best Mandolin store west of the Mississippi Great place to develop drones, commercial and hobbyist 	Innovations/technology/"Green" <ul style="list-style-type: none"> More jobs that attract innovation (university, research/think tanks) More knowledgeable workers Tech companies/software companies More green and high tech jobs
Several headquarters/Solar <ul style="list-style-type: none"> Gestamp Rio Glass Solar plants 	Transportation/job mobility and access <ul style="list-style-type: none"> No east/west freeway More public transportation Provide transportation for new business and workers
Sports/hospitality <ul style="list-style-type: none"> Strong sports/hospitality economy in spring Best spring training facility in Valley 	Jobs <ul style="list-style-type: none"> Need to increase industrial Need more retail More unique restaurants More sports related Unique Mom & Pop stores More creative artistic businesses Smaller boutique
Parks/Open Space <ul style="list-style-type: none"> Park maintenance Recreational facilities Parks Well placed green space within development Natural Desert White Tanks 	Lack of infrastructure <ul style="list-style-type: none"> Long term water supply Maximize railroad for manufacturing Los Angeles, Las Vegas, Phoenix connectors Lots of unfinished roads Too far from airport Canadian-Mexican highway
Pride in/ Clean City <ul style="list-style-type: none"> Diversity of ages represented (Not all the same – kids, families, retired) Surprise Pride Days – Community that gives back Dynamic, pro-active City Council 	Education expansion <ul style="list-style-type: none"> Need non 4-year education (i.e. Technical/Trade schools) No 4-year university
Growing Job Sectors <ul style="list-style-type: none"> Healthcare Fortune 500 companies High tech (Apple) Solar 	Culture/Entertainment <ul style="list-style-type: none"> Art galleries Challenge events (large celebs) City puts up a large hassle to put on an event (people don't want to do events here) Hotels Concerts – music Waterpark (Wet & Wild) Need cultural center (like Gammage)

COMMUNITY ENGAGEMENT PROCESS



Stakeholder Meeting

Jobs/Housing Balance

Circulation

Drainage

Schools

Planning Commission/City Council Worksession

City has an educated workforce – how do we attract more jobs?

Job creation should be a focus

Need a strong implementation plan and metrics to measure success

EXISTING CONDITIONS REPORT



City of Surprise

General Plan Elements Update Existing Conditions Report



February 2015

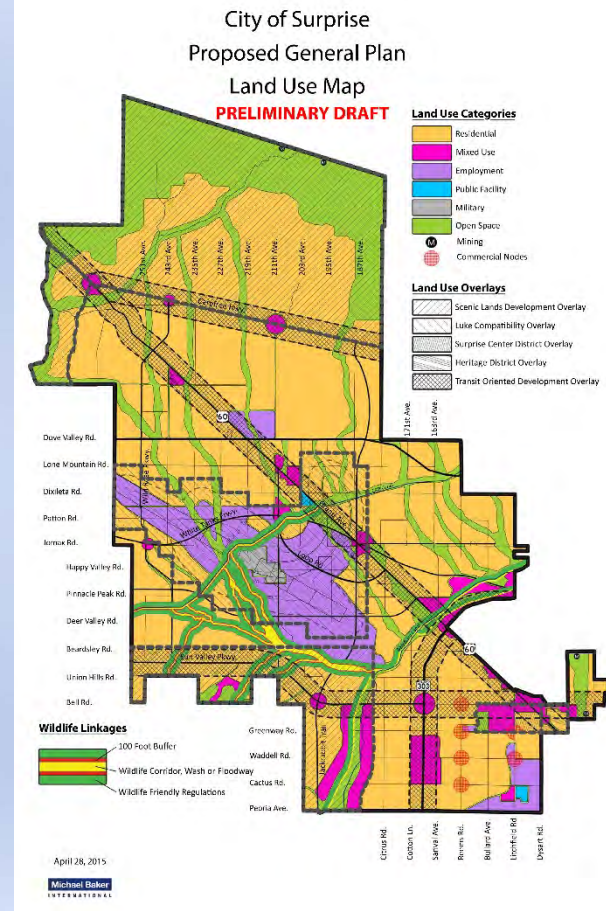
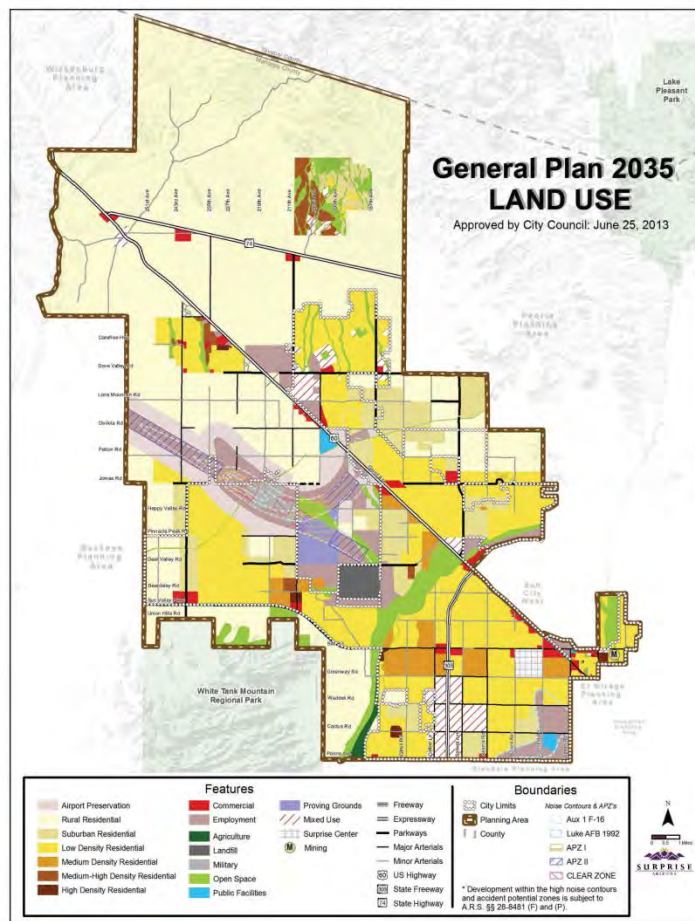
EVALUATION OF LAND USE APPROACHES



Transition from...
TRADITIONAL



To...
CHARACTER AREA



CHARACTER AREA APPROACH

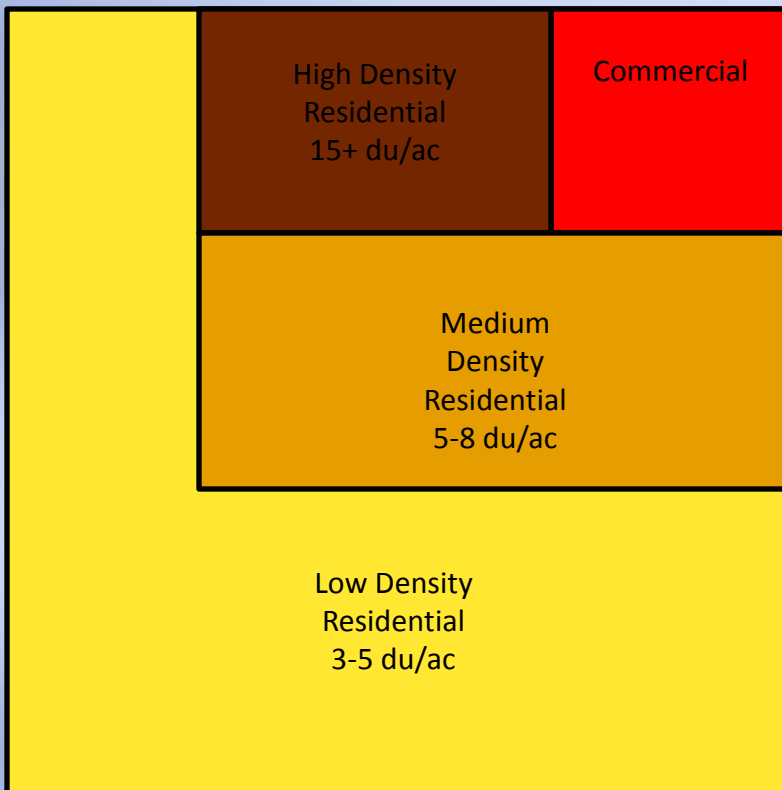


- A more modern approach used by some communities.
- Fewer/broader land use categories using qualitative measures to define the character and relationship of land uses.
- Combines concepts of land use with building form.
- Is more flexible and quantitative; less prescriptive.
- Form and function oriented design guidelines support land use categories.

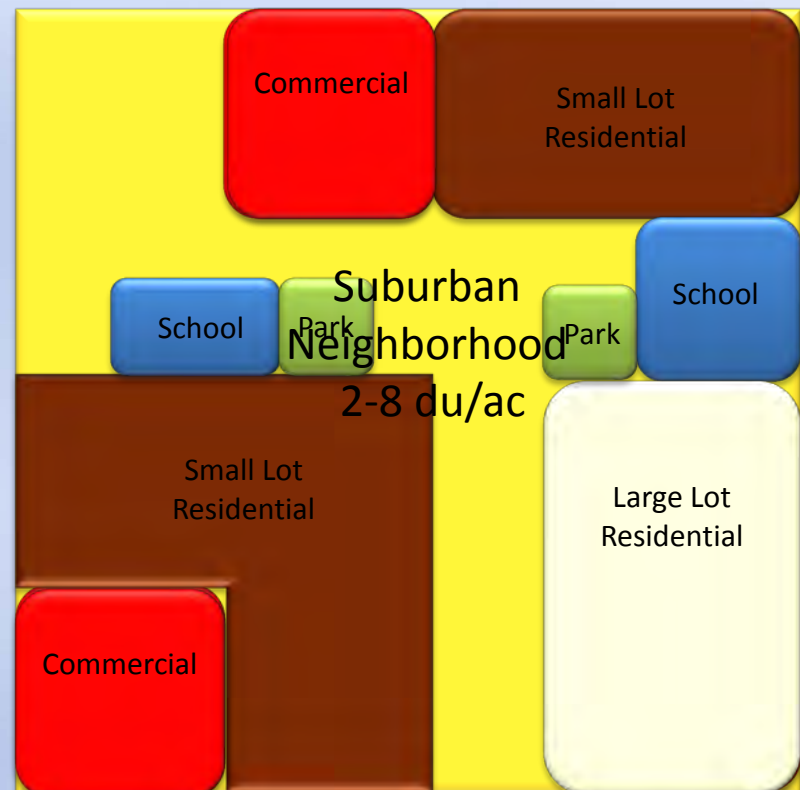
Comparison of the Approaches



Conventional Land Use Plans



Character Area Land Use Plans



Low Density Residential



- Includes equestrian, agricultural, natural desert areas.
- Range from 10 acre to ½ acre lot sizes on average
- Typical uses include single family homes, accessory agricultural uses

Medium Density Residential



Medium Density Residential



- Range of 2-8 dwelling units per acre.
- Typical uses include: Large lot residential, traditional suburban detached residential, alley loaded, court /cluster product, zero lot, z-lot.
- Community Commercial uses (grocery, personal services) on 25 acres or less and public/quasi public uses (schools, places of worship) are permitted.
- Walkability, close proximity to parks/trails, trail connection between neighborhoods and shorter block lengths encouraged.

High Density Residential



- 8 to 20+ dwelling units per acre.
- Includes apartments, condos, townhomes, brownstones, etc.
- Building heights can vary from 20 feet to 65 feet.

Land Use Category – Mixed Use



- Includes community and regional scale activity areas.
- Typical uses include: retail, office, high density residential (apartments, condominiums), entertainment, bars/restaurant, civic/government.
- Building heights range from 1-3 stories though taller buildings encouraged.

Land Use Category - Commercial



- Typical uses will consist of neighborhood services such as grocery stores, personal convenience services, gas stations, restaurants, banks, etc.
- Also includes regional scale uses that serve a broader trade area such as power centers, anchor stores, professional offices, hotels, theaters, etc.

Land Use Category - Employment



- Includes a variety of uses that include: Business Parks, Corporate Campus, Research & Development Park, Manufacturing & Processing, Warehouse/Distribution Centers.
- Appropriate buffers and screening for outdoor storage and light fabrication in areas where deemed appropriate.

Overlay designations represent select regions of the city where refined planning and design guidance master planning will be undertaken and reflect the unique qualities/characteristics of that area.

- *Scenic Lands Development Overlay*
- *Luke Compatibility Overlay*
- *Surprise Center District Overlay*
- *Heritage District Overlay*
- *Transit Oriented Development Overlay*

Supporting Design Guidance



Balanced and Logical Integration of Supporting Design Guidance to Achieve Desirable Places & Spaces

Universal Design Guidance

- Quality and Enduring Places and Spaces
- Transects of Density Types – their Proximity and Relationship to each other

Mobility & Connectivity Design Guidance

- Promoting connectivity of modes
- Neighborhood to neighborhood connectivity
- Trail and path mobility and connectivity
- Conceptual design element and easement conveyance provisions
- Transit

Neighborhood Design Guidance

- Lot sizes, mixtures, buffering and transition principles
- Appropriate clustering options when protecting natural resources or enhancing adjacent open spaces, washes and hillsides
- Level of service standards for park sizing and programming
- Location of trails, parks and public spaces

Public Places and Spaces

Commercial, Business Park and Industrial Development Guidance

Adequate Public Facilities

Questions or Comments?